



U.S. ARMY CONTRACTING AGENCY



Field & Installation Readiness Support Team (FIRST)

Industry Day Brief

15 March 2006



Supporting Soldiers Through Contracting

**SOUTHERN REGION
CONTRACTING CENTER-EAST**

ACA



Please

Supporting Soldiers Through Contracting



~~Turn~~ all
cell phones, pagers
and PDAs “Off” or
to “vibrate” mode



Greetings

Mr. Ronnell Booker

Contract Specialist, SRCC-East



Agenda

Supporting Soldiers Through Contracting



0730 - 0830	Registration	
0830-1100	Greeting and Administrative Comments	Mr. Ronnell Booker
	FIRST Special Contract Requirements	Ms. Melisa Barbee
	Organizational Conflict of Interest	Mr. Ken Rich, <i>Legal Counsel, ACA-SR</i>
	Acquisition Process and Evaluation	Mr. Heven Ford Jr.
	Sample Task Order Presentations (IMA, SERO, USARC)	
1100 - 1230	Lunch/Break	
1230 - 1400	Question and Answer Session and Panel Discussions	FIRST Contracting Team
	Milestones and Closing	Mr. Ronnell Booker
1400-1600	Networking Session (Contractor Open Forum)	
	Industry Council Breakout Session (Remain in Designated Section of Commons)	Mr. Ronnell Booker



Administrative Comments

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- Emergency Exits and Restrooms
- Breaks
- Q&A Session after lunch– *Please hold questions until then*
- Networking & Industry Council Session



Notice

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All data contained herein is for information purposes only, and is subject to change. In the event of discrepancy between the information shown on this Briefing and the actual solicitation documents, the actual solicitation documents and amendments thereto shall govern.



Introduction

Supporting Soldiers Through Contracting



The United States Army's logistics mission is to provide the right support, on time, in the right condition and quantity to America's Army - in peace and war.

Contractor support has been a key factor in the Army logistics support plan. The types and levels of support have evolved from providing supply items, to provision of individual components and equipment, to the operation of large logistical support facilities, and will continue to change as the Army evolves. However, one imperative will remain constant - the imperative that logistic functions be performed quickly and accurately in



The FIRST Program



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The objective of this program is to provide responsive logistics support to meet the evolving needs of Army warfighters, and all who support them. The program will provide contractor support services to satisfy the requirements of Headquarters, Forces Command (HQ FORSCOM); Headquarters, Installation Management Agency Southeast Region Office (IMA SERO); Headquarters, U.S. Army Reserve Command (HQ USARC); Headquarters, ARCENT Third U.S. Army, and Headquarters, U.S. First Army. Other Army and DoD Agencies may obtain support on an as-approved basis. The SRCC-E will manage the program, and delegate ordering authority when



Current Conditions

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Logistical organizational, battlefield, and global environment is fluid

- Logistical organizations are adapting to support the Army transformation to a smaller, modular Army
- Logistics have had to respond quickly from mobilization/demobilization to combat support and subsequently to peace-keeping/reconstruction
- Global War on Terror

Army is increasingly relying on industry to assist in providing dynamic logistical services and quickly delivering vast quantities of materiel

Overlapping mission support solutions increase costs, reduce efficiencies and strain limited resource of Government and industry

Lack of common approaches to satisfy requirements creates confusion regarding applicable standards, enforcement of



Lessons from the Past



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Prior arrangements

(e.g., LOGJAMSS, CFT, DOL contracts, USARC orders, etc):

- Did not adequately gauge the size, scope and evolution of logistics requirements
- Failed to consider changes in the industry and client base during life of the contracts/orders
- Lacked methods of educating and advising the industry/client base on the characteristics of available contract vehicles
- Lacked methods of tracking performance of contract arrangements
- Did not encourage industry to be an investor instead of a beneficiary

requires a more effective business arrangement

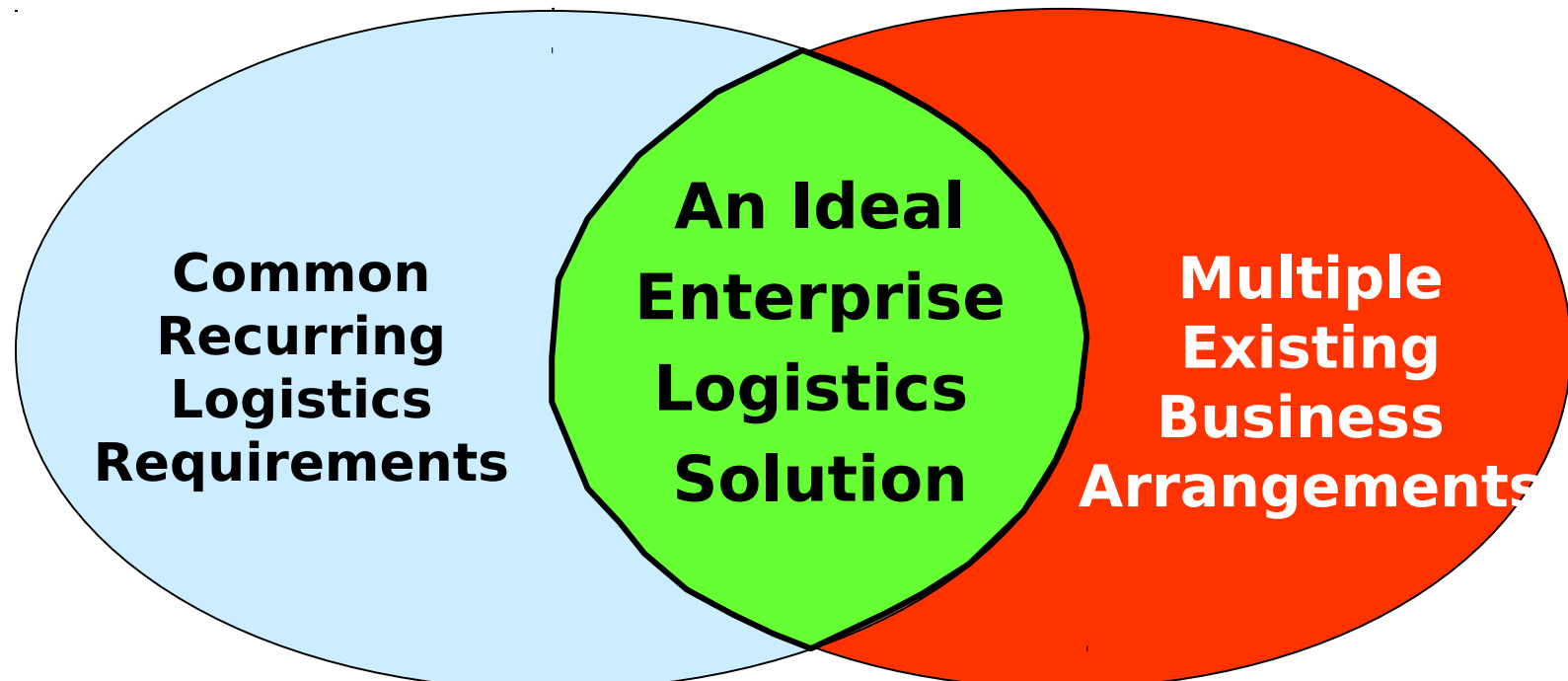


Acquisition Challenge

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Challenge to the Acquisition Team...



Commercial Industry



Enterprise Solution

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- Program approach,
- 20-yr program executed through multiple award ID/IQ contracts
 - Four consecutive competitions
 - 5 -year ordering periods; each with 2 one-year stop-gap option periods
- Program ceiling - \$36 Billion (20-years) with ceiling of \$9 Billion for the initial 5-year ordering period
 - Funding is at the task order level; annual OMA funds are anticipated for most (if not all) tasks
 - Minimum guarantee for each contract is \$5,000
 - Decentralized ordering with program-level oversight
 - Flexible task order arrangements will be allowed (i.e., Firm Fixed

Price,

Southern Region Contracting

Cost-Reimbursable, Labor Hour, and Time and Material)



Enterprise Solution



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- Develop and administer Multiple Award ID/IQ contracts using acquisition techniques that:
 - Provide a means to strategically consider the most effective method of satisfying reoccurring logistical support requirements
 - Reduce logistics footprint
 - Acquire logistic support services at reasonable cost/price
 - Aid in conforming to performance-based acquisition directives
 - Provide a means of expeditiously satisfying logistical support requirements
 - Support the socio-economic goals of the Army
 - Enhance customer satisfaction with end products/services
- Maintain a qualified and competitive industry base throughout the life of the FIRST program that represents all socio-economic categories
- Create a process to continuously educate clients and industry on the



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FIRST Special Contract Requirements

Ms. Melisa Barbee

Contract Specialist, SRCC-East



Program Overview



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Omnibus Multiple Award ID/IQ

Each ID/IQ competition consists of a competition within separate “Suites”

“Suite:” a collection of task areas competed as a contract action designated for satisfaction by a particular industry group or groups (e.g., 100% set-aside for small business, full and open competition, Section 8(a) set-aside, etc.)

Restricted Suite (100% set-aside for small business)

- Task areas 2, 4, 5, 6, and 8
- Task areas 1, 3, 7, 9 and 10 with estimated annual values of \$5 Million or less

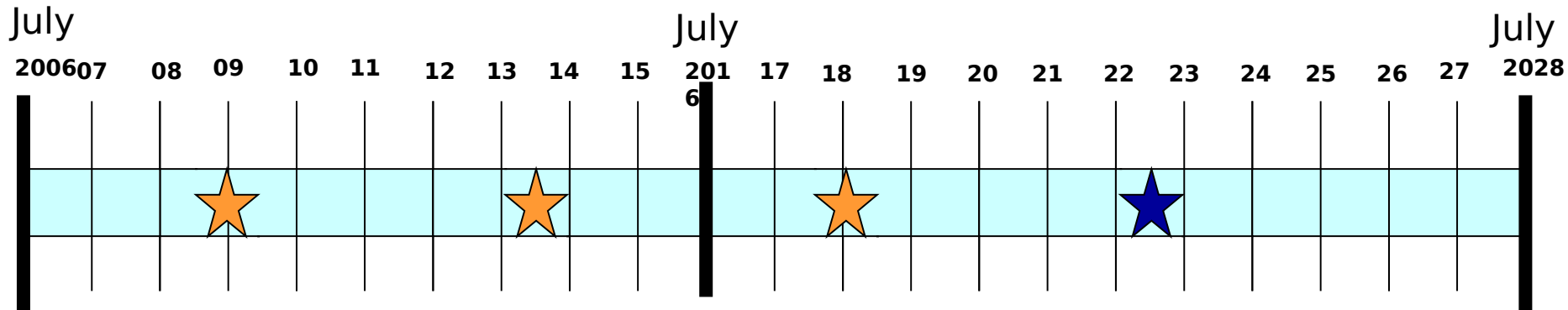
Unrestricted Suite

- Consists of all task areas 1, 3, 7, 9 and 10 when estimated annual values exceed \$5 Million, **plus Task Areas 11 and 12 regardless of value**



FIRST Program

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Restricted 5-year ID/IQ	2 Year Option
Unrestricted 5-year ID/IQ	2 Year Option

{ \$ 9B }

5 Year Base 2 Year Option

{ \$ 9B }


5 Year Base 2 Year Option

{ \$ 9B }

5 Year Base 2 Year Option

{ \$ 9B }

**2-year Options
will be
exercised in
event of delays**

 Re-solicitation Points to maintain diverse contractor pool
Modify Acquisition Strategy/Plan as necessary

 Start Acquisition Strategy for new Program



Section H: Special Requirements

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Restricted (100% Small Set-aside)

- Quality Assurance Support
- Training Support
- Army Transformation Logistics Support
- Programmatic Support
- Kitting and Parts Assembly Support

(For Requirements \$5 million/year or less)

- Program Management and Operations
- IT Support for Logistics Systems
- Transportation/Supply Support
- Installation Logistics Support
- Field Maintenance Support

Unrestricted Suite

- Comprehensive Support for Centrally Managed Programs
- Command-wide Logistics Enterprise System Program Support

(For Requirements Over \$5 million/year)

- Program Management and Operations
- IT Support for Logistics Systems
- Transportation/Supply Support
- Installation Logistics Support
- Field Maintenance Support



Section H: Special Requirements

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Task Order Process

- Fair Opportunity For Consideration for all task orders

IAW FAR 16.505(b)

- Type and dollar value of requirements determines which

suite competition will occur (Task Order KO decision)

- Awardees in the Restricted suite do not compete with

awardees in the Unrestricted suite for task orders, and vice versa



Section H: Special Requirements

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Pricing Matrix

- **Submitted in Part IV of Price Proposal**
- **Includes “floors” and “caps” labor rates**
(with other differentials)
- **Matrix will be incorporated into ID/IQ contract and used**
by ordering offices at the Task Order level



Section H: Special Requirements

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Quarterly Project Management Report

Essential information

- **Tracking of award dollars to ID/IQ contract ceiling**
- **Tracking of award dollars by task area**
- **Sub-contracting Utilization**
- **Awards by socio-economic category in each suite**



Section H: Special Requirements

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Types of Task Orders

- **FFP, LH, T&M, Cost**
- **Contractors with adequate accounting system can compete on ANY type of task order**
- **Contractors without an adequate accounting system are limited to FFP & Labor Hours task orders only**
- **Bar on contract types (T&M and Cost) will be lifted after adequacy determination (by SRCC-E PCO)**



Section H: Special Requirements

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Other Special Notes

— Teaming

- Contractors may propose on different teams (no restriction on teaming)
- Post-award may add/delete team members at ID/IQ level
- Can add team members for a specific task order
(*FAR 52.244-2 Alt. 1 governs team members without an approved purchasing system*)

— Labor Categories

- Service Contract Act applies at TO level based on place of performance



Section H: Special Requirements

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Other Special Notes (cont'd)

— Minimum Guarantees

- Assessed at the end of first 12-months
- Objective to satisfy minimum through task order awards

— OCONUS Support

- OCONUS performance is possible
- Predominant areas are CENTCOM Area of

Responsibility



Section H: Special Requirements

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Potential Organizational Conflict of Interest in:

- **Task Area 1: Program Management and Operations**
- **Task Area 2: Quality Assurance Support**
- **Task Area 11: Comprehensive Support for Centrally**

Managed Programs

➤ **Task Area 12: Command Wide Logistics Enterprise**

**Refer to OCI Issues in Section
H**



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Organizational Conflict of Interest

Mr. Kenneth J. Rich, Sr.
Legal Counsel, SRCC-East



Organizational Conflict of Interest

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- **An OCI may arise and result in:**
 - An unfair competitive advantage for the contractor;
 - Contractor's inability to be objective in performing the contract; **OR**
 - Contractor's inability or potential inability to render impartial assistance or advice to the Government.

- **Nature of work may include, but not limited to:**
 - Services to support preparation of specs & work statements
 - Technical evaluation of other contractor's products & services
 - Surveillance of other contractor's services and work



Organizational Conflict of Interest



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- **Keys to avoiding, neutralizing or mitigating OCI issues:**
 - Be familiar with FAR 9.501 – 9.504; Sec H.9
 - Education and Awareness
 - Pre-Award OCI Discovery
 - After-Award OCI Discovery
 - *Bottom line:*

Preserve the integrity of the contracting process !



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Acquisition Process and Evaluation

Mr. Heven Ford

Contracting Officer, SRCC-East



Section M: Proposal



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Evaluation Basis of Award

Multiple Awards per suite

- Must gain rating of “Highly Qualified” on the technical factor to be considered for award
- Must receive rating of at least “Moderate” on past performance factor to be considered for award
- Price must be reasonable and cost must be realistic
- Must receive satisfactory rating on Small/Small Disadvantaged Business Utilization Factor (when applicable)



Section M: Proposal Evaluation

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Evaluation Approach

- Award without discussions
- Proposal and performance risk will be assessed
- Multiple awards to be made in two suites
- Must perform all task areas at all locations within each suite
- Contractors may team and propose in both suites

(Note: Will require separate proposal submittals!)



Section M: Proposal Evaluation

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Acquisition could be viewed as TWO Separate Contract Actions

- Restricted Set-Aside Suite Competition
- Unrestricted Suite Competition

“Suite” is defined as a **collection of task areas** competed as a **contract action** designated for satisfaction by a **particular industry group**

Competition for **ID/IQ Awards** will be within one suite or the other
(separate proposals are required if a firm proposes in both suites!)

Evaluation for ID/IQ contract awards is the same within each suite
EXCEPT for the Small Business Utilization requirements and Sub-contracting goals in the Unrestricted Suite *(discussed later in brief)*



Section M: Proposal Evaluation

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Four factors will be employed to determine
best value for the ID/IQ awards:

- **Technical**
- **Past Performance**
- **Cost/Price**
- **Small/Small Disadvantaged Business**

Utilization*

** factor applicable to the unrestricted suite only*



Section M: Proposal Evaluation

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Technical Factor

Evaluate offeror's response to sample task orders with subfactors of:

- Technical/management approach
- Staffing approach
- Quality control approach
- Risk/risk mitigation
- Experience

Rating of Highly Qualified / not Highly Qualified will be assessed



Section M: Proposal Evaluation

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Past Performance Factor

Evaluate recent, relevant past performance for all task areas within suite

- Cost control
- Quality of performance
- Ability to provide quality personnel and non-labor resources
- Schedule/timeliness of performance
- Management of key personnel
- Customer satisfaction/business relations

Evaluate the offeror's past performance in attaining applicable goals for small business participation under contracts that required subcontracting plans

Rating of Low, Moderate, High Risk will be assessed



Section M: Proposal Evaluation

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Price/Cost Factor

Evaluate offeror's price/cost proposal in response to each sample task order for price/cost reasonableness and realism. A most probable cost will be assessed for each sample task order that is proposed as a cost-type arrangement

Evaluate labor rates that will be included in the contract (cap rates) to assess consistency in pricing methodology



Section M: Proposal Evaluation

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Small/Small Disadvantaged Business Utilization Plan Factor*

Evaluate the extent of participation of small businesses in terms of the percentage of available subcontracting dollars committed to small/small disadvantaged business utilization

Using 40% of available sub-contracting dollars, strive for these percentages

Rating of Unsatisfactory/Satisfactory	40%
Small Disadvantaged Business (SDB)	16.1%
Woman-Owned Small Business (WOSB)	17.7%
Service-Disabled Veteran-Owned Small Business (SDVOSB)	3.1%
HUBZone small business	8.8%
8(a)	Included in SDB

* **Applicable to Unrestricted Suite only**



Section M: Proposal Evaluation

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Trade-Offs

Evaluation of Actual Task Orders



Section L: Proposal Format

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Keys to Success

- **KNOW Section M and refer to it frequently!**
- **Be complete**
- **Be clear**
- **Read and understand instructions**



Section L: Proposal Format

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Part I, Request For Proposal (RFP) Required Documents

- SF 33, "Solicitation, Offer and Award"
- Acknowledge Amendments
- Section K, Representation and Certifications
- Labor Category Descriptions and Brief Qualifications Statement
- General Information/ Executive Summary

Part II, Technical proposal (Should NOT contain price information)

Based on Sample Task Order responses !

- We anticipate 3 sample tasks per suite
- Some may be real



Section L: Proposal Format

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Part II, Technical Proposal (cont'd)

Technical / Management Approach

- **Presume at least 3 other Task Orders have already been awarded to you**
- **Depict how your approach to the Sample Task Orders fits within your overall approach to managing the proposed contract - from competition, to task order start-up, to administration of the task order, to close-out of the task order**
- **Organizational Conflict of Interest (OCI)**
- **Support multiple, complex tasks simultaneously**
- **Assumptions-validity and impact on the execution of the approach**
- **technical / management approach (execution of people, places, processes)**



Section L: Proposal Format

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Part II, Technical Proposal (cont'd)

Staffing Approach

- **Feasibility- base of properly cleared and qualified personnel**
- **Surge approach/capacity**
- **Ability/capability of the personnel to support the designated position/work area;**
- **Key personnel and resumes**
- **Cross-utilization and training of personnel**
- **Recruitment and retention initiatives**



Section L: Proposal Format

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Part II, Technical Proposal (cont'd)

Experience

- Recent and relevant experience
- Contributes to satisfaction of requirement

Quality Control Approach

- Meets ISO 9001:2000 standards
- Comprehensiveness of the plan
- Objectivity of the proposed quality control personnel

Risk / Risk Mitigation

- Understanding of the requirement
- Ability to effectively manage and/or mitigate the risks identified



Section L: Proposal Format

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Part III, Past Performance Proposal

- **Provide description of relevant past performance record and that of all subcontractors / teaming partners**
- **Provide only relevant experience (active or completed) within the last 3 years; provide point of contacts and phone numbers for all past performance**
- **Explain aspects that are deemed relevant to proposed effort**
- **Include lessons-learned / description of corrective actions taken for sub-standard performance**



Section L: Proposal Format

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Part IV, Price/Cost Proposal

- Pricing is based on Sample Task Orders Pricing and its consistency with the submitted Price Matrix
- Price proposals must be submitted on ALL Sample Task Orders
- A Price Matrix is a fully burdened price list of labor categories that will be used for resultant task orders (includes both “floor” and “cap” rates); includes:
 - Straight Time rates
 - Over time rates
 - On Site rates
 - Off Site rates



Section L: Proposal Format

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Part V, Small / Small Disadvantaged Business **Sub-contracting Plan ***

- **Plan must adhere to elements in FAR 52.219-9**
- **Plan identifies methodology / rationale used to tailor corporate plan to subsequently awarded task orders**
- **Plan clearly defines task areas that will utilize small / small disadvantaged business utilization**
- **Identifies the percentage of available sub-contracting dollars by socio-economic category**

**** For the Unrestricted Suite ONLY!***



20-Min Break

* Restrooms are in the rear

* Smoking is not allowed in the building



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Sample Task Order Presentation

FORSCOM



Sample Task Order



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U.S. Army Forces Command

Background



Army Forces Command

Objectives

Unique Aspects



Sample Task Order Presentation

Installation Management Activity



Sample Task Order



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Installation Management Activity

Background

Objectives

Unique Aspects





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New Information



Approval for Contract Service Personnel

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Excerpt of memorandum

“Army Policy for Civilian Hiring and Initiation/Continuation of Contracts for Service Personnel” **dated 23 Feb 2006**

To ensure that all civilian personnel recruitment and **contract service personnel actions** receive the appropriate level of review, **HQDA Principals and Senior Commanders at Army Command, Army Service Component Command, and Direct Reporting Unit levels will be responsible for the approval of these actions.** The hiring or **services procurement process can not begin ...until approval is granted..**”

Ramifications:

- Requiring Activities must get approval from a 4-Star Flag Officer or equivalent
- Affects procurement at Task Order level; includes initial acquisition and exercising options

- **Southern Region Contracting** Contractors are encouraged to remind Contracting Offices well in advance



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Lunch Break

1100-1230



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Question and Answer Session

Mr. Heven Ford Jr.

Contracting Officer, SRCC-East



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Milestones and Closing Remarks

Mr. Ronnell Booker

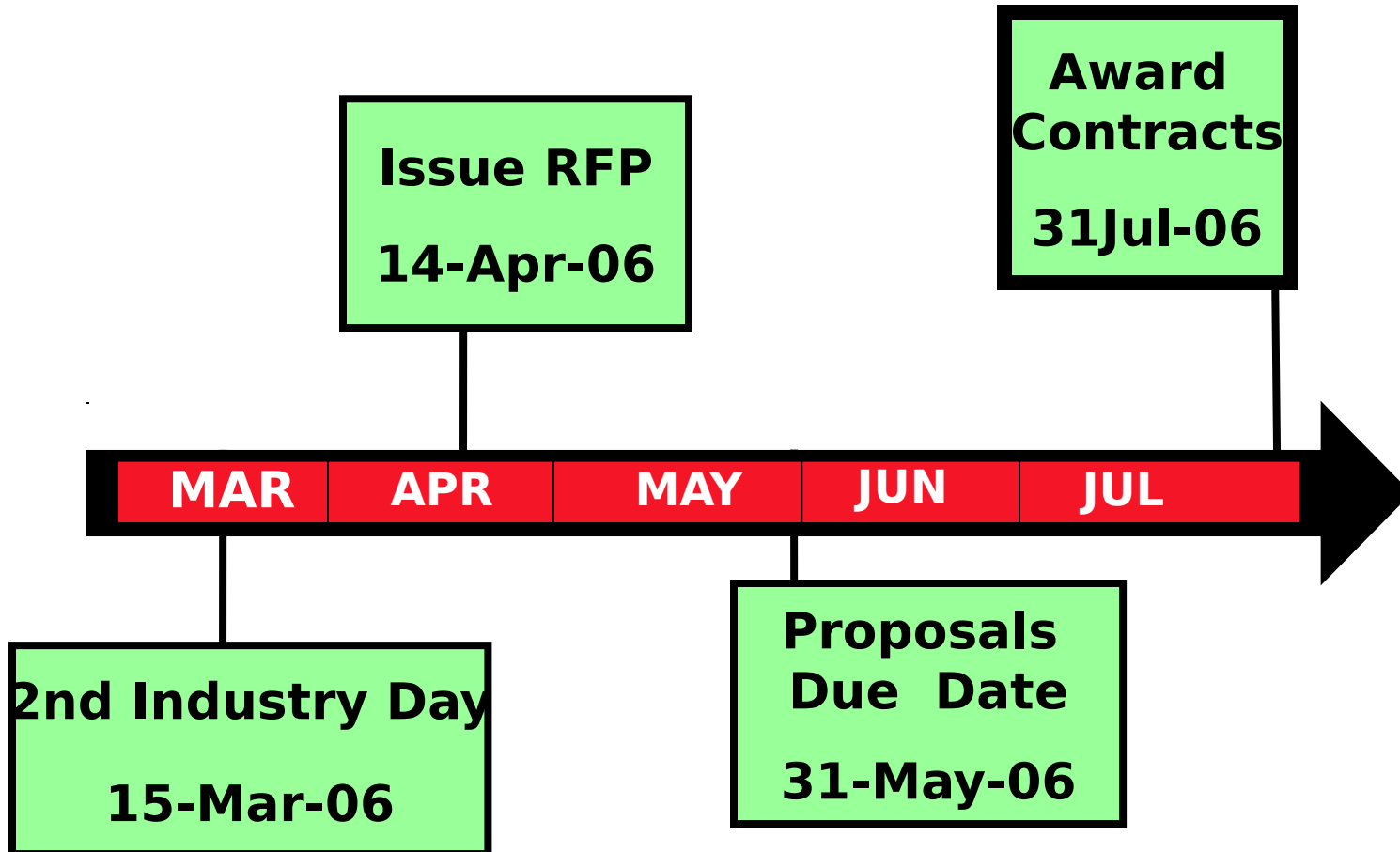
Contract Specialist, SRCC-East



Milestones



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Industry Council

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➤ Meeting in the northeast corner of after brief
(side closest to golf course)

➤ Appreciate the efforts thus far; good exchanges

➤ Concerns on Industry Council Membership

➤ Southern Region Contracting
Expect Council will change after contract



Closing Remarks

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- **Thanks for Coming Out !**
- **Continue to communicate concerns/questions**
- **Look for the RFP in ASFI (Army Single Face to Industry)**

<https://acquisition.army.mil/asfi/>
- **Drive Safely**



Contacts

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- **FIRST Website:**

www.forscom.army.mil/aacc/LOGJAMSS_2/default.htm

- **FIRST Email: logjamss2@us.army.mil**

- **Alternates:**

-

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- melisa_barbee@forscom.army.mil